

PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 10/31/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 3186
 Media: TV Description: PROTECT YOUR VOTE OHIO NOV 1-NOV 6
 Product: ISSUE 2 Flight Start Date: 11/1/12 5:00:00 AM
 Market: Cincinnati Flight End Date: 11/6/12 4:59:00 AM

69450

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
WKRC-TV												
12	MTuWThF 6:30a-7:00a GD MRN CINN@6	EM	\$1,200.00	\$1,020.00	30	1	1	0	0	1	0	3
13	Sa 6:00a-7:00a LOCAL12NW-SA 6	WK	\$800.00	\$680.00	30	0	0	1	0	0	0	1
14	Sa 8:00a-9:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	1	0	0	0	1
15	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$2,800.00	\$2,380.00	30	0	0	0	1	0	0	1
16	Su 9:30a-10:00a SUNDAY MRN-CBS	WK	\$2,800.00	\$2,380.00	30	0	0	0	1	0	0	1
17	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$2,000.00	\$1,700.00	30	1	1	0	0	1	0	3
18	Sa 6:00p-6:30p NEWS	EN	\$1,000.00	\$850.00	30	0	0	1	0	0	0	1
19	Su 6:30p-7:00p NEWS	EN	\$1,200.00	\$1,020.00	30	0	0	0	1	0	0	1
20	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	1	1	0	0	1	1	4
21	Sa 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	0	1	0	0	0	1
22	Su 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	0	0	1	0	0	1

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WKRC-TV												
					Total Spots:	3	3	4	4	3	1	18
			Total Cost:	\$36,100.00	\$30,685.00							
			Total									
		NOV 12	\$36,100.00	\$30,685.00								

Signature: _____

Disclaimer:

Summary by Station/System

Date: 10/31/2012

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	18	\$36,100.00	100%	\$30,685.00	100%
Market Total:	18	\$36,100.00		\$30,685.00	

Dienger, Whitney

From: Jacobs, Sarah
Sent: Wednesday, October 31, 2012 3:46 PM
To: Dienger, Whitney
Subject: FW: LN on Election Night for Issue 2??

From: Jacobs, Sarah
Sent: Wednesday, October 31, 2012 3:46 PM
To: 'Whitney Eversole'
Subject: RE: LN on Election Night for Issue 2??

Ok
Moving to Sat/Sun.
Thanks
SAJ

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Wednesday, October 31, 2012 3:45 PM
To: Jacobs, Sarah
Subject: Re: LN on Election Night for Issue 2??

Thbaks

Sent from my iPhone

On Oct 31, 2012, at 3:44 PM, "Jacobs, Sarah" <SJacobs@local12.com> wrote:

Did you really mean to order a spot in LN on Election night?
I can move to weekend...
Let me know

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

10/31/2012

